

July 6, 2006

John T. McMahon
North West Long Term Care Options Collaborative (NW-LTCO)
Washburn County Health & Human Services
P.O. Box 250
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Dear Kathleen Luedtke:

As requested by DHFS Secretary Helene Nelson, we are submitting the NW-LTCO's initial plan to involve consumers and other stakeholders in the process of expanding managed long-term care in our region. We believe stakeholder participation is vital to the development of a new system. Stakeholder input in many ways will guide us through this process as we create a system that is consumer-centered, flexible and supports individual choice.

Our consortium's first step was the creation of a Communication and Stakeholder Involvement Committee. The committee has been meeting since March 2006. A preliminary work plan is provided below.

This committee reflects our commitment to including stakeholders in a meaningful, effective manner. This basic outline emphasizes the importance of stakeholder identification as a preliminary step in an effective plan. It is the intent of the committee to use multiple methods of involving stakeholders. The committee feels a multi-faceted communications approach will allow it to reach more stakeholders in meaningful ways.

Sincerely,

John T. McMahon

NW-LTCO Communications and Stakeholder Committee	
Challenge	To develop a consistent and effective message on the reform agenda of NW-LTCO to all stakeholders and the wider public and to invite responsive voices into NW-LTCO's planning and implementation process.
Work Done to Date	<ul style="list-style-type: none"> • Created a Communications and Public Information sub-committee • Created consortium Vision & Mission statements • Issued a News Release for the media requesting stakeholder involvement throughout the nine-county region • Developed stakeholder inventory forms for county distribution • Currently compiling an inventory of stakeholders by county for communication and planning involvement • Created a Frequently Asked Questions document to answer some of the most frequent questions • Adapted a one-page description of the long-term care reform effort for further public education. • Developed an initial PowerPoint presentation on the long-term care reform and the planning grant • Seven separate information and education meetings for Consumers, Providers, County Staff, Elected Officials, Health & Human Services Board and Long-Term Support Planning Committee members on LTC Reform have been held in Washburn County. • Implemented "Base Camp," a project organizing software, to facilitate internal communications and project development.
Communications Subcommittee Membership:	Elizabeth Skulan, Bayfield County, Mary Hahn, Price County, Carolyn Kolson, Iron County and Phil Davis, TMG
Information & Analysis Required	✓ Exact process of inventory analysis and information dissemination is currently being evaluated and determined.
Work Plan	<ul style="list-style-type: none"> • A more formal work plan and timeline will be developed.
Staffing Paid In-kind	Project Manager, Committee members, TMG, UW-Extension

Future Work Plan:

- The consortium is currently finishing compiling the stakeholder inventory and responses from the nine counties. How this will be compiled and analyzed is yet to be determined, though this inventory and these statements of interest will help us lay the groundwork for future communications and involvement.
- Once stakeholder interest has been identified, additional members will be added to the Communications Committee to allow for broader participation to this advisory body.
- The Communications Committee will formulate plans with the recently hired Project Manager to set up Educational Forum/Town Hall meeting in the counties. These meetings will cover basic information about the long-term care reform and, potentially, serve to solicit additional consumers and stakeholders who may have not yet expressed their interest. They will also serve as the first round of informal focus group Q&As.
- The Communications Committee is setting up project sub-groups in Base Camp to facilitate inter-group communications and help facilitate future stakeholder/consumer involvement and interaction.
- The Communications committee will be discussing the feasibility and uses of a NW-LTCO website. In the future, this should be a prime outreach vehicle.
- A more formal work plan and timeline is being discussed. It will be developed to coordinate material development and stakeholder analysis and involvement. Future community informational meetings and focus groups plans will be included, subject to change.
 - The work plan will include the following steps:
 - Phase 1
 - Stakeholder Identification
 - Recruitment
 - Development of Outreach plan
 - Phase 2: Message Development
 - Development of consistent, key messages targeted towards the needs of various stakeholder groups. Messages will change over time and as planning and implementation progress.
 - Phase 3: Outreach – Actual implementation of the stakeholder involvement and communication plan.
 - Awareness
 - Education
 - Input
 - Interaction
 - Partnership